



Voters' Pamphlet

2007 Complete Guidelines for Candidates



**What's
New?**

Candidate Filing Period

June 4 - June 8

Candidate Statement & Photo Deadlines

Primary - June 13

General - July 23

New Primary Date

August 21

King County Records, Elections and Licensing Services Division

Elections Section

King County Administration Building, Room 553

500 Fourth Avenue

Seattle, WA 98104-2337

Phone: 206-296-1565 Fax: 206-296-0108 TTY Relay: 711

Revised 4/9/07

CANDIDATE INFORMATION

The following guidelines are extracted, in part, from the King County Administrative Rules governing the preparation and printing of local voters' pamphlets.

Candidate Filing Period

The filing period for all candidates in 2007 is Monday, June 4 through Friday, June 8, 2007. The hours for filing are between 8:30 a.m. and 4:30 p.m. No filing will be accepted after that time unless a special filing period has been approved.

Deadlines for Submission of Statement and Photo

It is recommended that candidates submit their statement when they file for office. Otherwise, all candidates' statements and photographs must be delivered in person or postmarked no later than dates listed in the following schedule:

<u>PRIMARY</u>	<u>GENERAL ELECTION</u>
June 13	July 23
<i>(In the event of a special filing period or appointment, material must be submitted within three days from the end of the filing period or appointment.)</i>	<i>(If a new statement is not received by this deadline, the Primary statement will be used.)</i>

Word Limits

The word limit on candidate's statements varies with the jurisdiction.

<i>300 words</i>	All local countywide offices including the offices of County Executive, Sheriff, Assessor, Prosecuting Attorney, Superior Court Judges, and Port of Seattle Commissioners; and elected offices of jurisdictions having over 150,000 registered voters.
<i>200 words</i>	The offices of the County Council, the District Court, and other local jurisdictions having between 75,000 and 149,999 registered voters.
<i>150 words</i>	All other local jurisdictions.

Specifications - Candidates' Statement

Style

The maximum length of statements is based on word limit. Essay style is recommended. **(NO spaces between paragraphs, indented paragraphs only)** The word limit will be **reduced** if special formatting is requested, such as **multiple indentations** (anything more than approximately 4 indented paragraphs depending on the length of the paragraphs). **Please note that bullets, bolding and underlining require extra printing space.** Since special formatting requires additional space, the word count may be reduced or the format may be modified.

NOTE: Proofread statement carefully prior to submitting for publication. Be sure that your phone number, e-mail address and/or website are active for the Primary. Due to time restrictions changes requested after the deadline may be not be allowed.

Submittal Format and Information

1) Legibly complete and return the enclosed "Voter Pamphlet Candidate Form." An electronic fill-in version of this form is available for download at www.metrokc.gov/elections.

2) Beginning at the top of the statement page, provide the following information:

NOTE: This contact information is for OFFICE USE ONLY.

First line: Name as it will appear on the ballot
Second line: Name of office and position (if applicable); and Political party (if applicable)
Third line: Address, City and ZIP Code
Fourth line: Phone number (where you can be reached during the day, if possible)
Fifth line: E-mail address
Sixth line: Begin statement in essay format, 12 point Times New Roman/Times font

NOTE: This contact information will NOT be published unless otherwise noted on your statement to publish. To be assured that the correct campaign information is published, complete and return the "Voters' Pamphlet Candidate Form" with your statement.

Statements may be submitted on compact disk --**with a printed version attached**-- PROVIDED that the form at the back of this packet is included with the compact disk and the following information is recorded on the face of the disk: 1) name of candidate, 2) name of office and position number, 3) name of word processing program and version used.

No statements will be accepted via e-mail.

Should there be a problem with excessive length, the Director or his designated representative shall attempt to notify the candidate or candidate's representatives in order to edit the text or adjust the style and format, if time permits. In this regard, early submission is advantageous. If time does not permit, statements exceeding the word limit will be shortened by deleting full sentences from the end until the limit is reached. In any event, in matters of excessive length, the decision of the Director or his designated representative to edit shall be final.

Specifications - Candidates' Photograph

- Must have been taken within the last five years.
- Must show only the candidate's face, neck, and shoulders in the manner of a portrait.
- Must exclude other images, such as the candidate's hands, anything held in the hands, or other people.
- Must not show the candidate wearing a uniform (including judicial robes) or hat or any article of clothing or headpiece bearing an insignia.
- Must have a plain background.
- Must not be a cartoon, caricature, or image that does not accurately portray the candidate.

General Provisions Regarding Submitted Material

- By preparing and distributing a LVP, King County provides an opportunity to better inform the voting public about measures and candidates on the ballot. Arguments and statements prepared by candidates or committees for or against measures are the responsibility of the authors and are not considered to represent the position of the County regarding the candidate or measure, or of any material contained therein; nor is the County responsible for the validity or accuracy of the statements, arguments or rebuttals.
 - Candidate statements will not be proofread for any errors in spelling, punctuation or syntax. The Director or his designated representative may, however, correct obvious typographical or punctuation errors.
 - Candidate statements may be rejected if, in the opinion of the Director or his designated representative, any statement offered for filing contains obscene, vulgar, profane, scandalous, libelous, defamatory, or treasonable matter; any language tending to provoke crime or a breach of the peace, or any language or matter the circulation of which through the mail is prohibited by any act of Congress. The committee or candidate submitting such a statement may appeal a rejection to the King County Prosecuting Attorney within five business days of rejection by filing an appeal with the Director or his designated representative. The Prosecuting Attorney will render a decision within five business days of the appeal. The decision of the Prosecuting Attorney shall be final.
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Submission of Materials

- By mail, (postmarked no later than deadline date) address to:
Voters' Pamphlet Coordinator
King County Elections
500 Fourth Avenue, Room 553
Seattle, WA 98104
- In person or by delivery, between the hours of 8:30 a.m. and 4:30 p.m., to:
King County Records, Elections and Licensing Services Division
Elections Section
King County Administration Bldg., Room 553
500 Fourth Avenue (*between James and Jefferson*)
Seattle, WA 98104
(There is a Fifth Avenue entrance also, with entry onto the 4th Floor)



Photos

Answers to your frequently asked questions

How and when should the photo be taken?

- The photo taken should be a straight-on head and complete shoulders shot only (no hands). Backgrounds must be free from symbols such as flags. A plain background is suggested. Candidates should not be wearing a hat, uniform, or any article of clothing bearing an insignia.
- The photo should be in sharp focus. Out of focus figures will be even more emphasized in a reproduction. The photo should contain fine facial definition.
- The photo should be recent, however photos up to five years old will be accepted.

NOTE: If your best photo is more than a head and shoulders shot, elections staff will crop the photo accordingly.

Can I submit a digital photo on a CD?

Yes, just make sure it is at least 300 dpi. Do not digitally touch-up or soften your photo. Also, print a copy of your digital photo to submit with the CD.

Professional photo or a snapshot?

- Professional photographs reproduce the best. Make an appointment early in order to avoid a last minute rush. While there is an expense involved, the results will be superior to amateur attempts. The professional is experienced and has the knowledge and equipment to do the job right. If the photographer provides a digital copy, make sure the resolution is 300 dpi or better.
- If you choose to have a friend take your photo, here are some tips:
 1. A neutral background is best.
 2. If digital, make sure the resolution is 300 dpi or better.
 3. Take numerous shots. Area should be softly lit to avoid facial and background shadows.
 4. Have the photos printed and choose the one that you want.
 5. If digital, place the photo on a CD. If film, have a 4" x 5" (or larger) smooth, no gloss finished photo printed by a photo lab. (Any size photo will be accepted, however, the smaller photos do not reproduce as well as the larger ones.)

NOTE: A digital photo printed from your home computer does not reproduce well in the Voters' Pamphlet. Submit the digital photo on CD for the best reproduction.

Is a photo required?

No. A photo is not required but is strongly advised by campaign consultants. It is considered to be an important part of your statement to the electorate.

Do I submit a new photo with my General Election statement?

No. The same photo you submitted for the Primary is used in the General Election Voters' Pamphlet.

In Summary

Although most photographs can be used, you will have the best results by using the following checklist:

Digital Photo

- ☐ Head and shoulders shot with neutral background
- ☐ Color image (not grayscale)
- ☐ Submit on a CD
- ☐ Resolution of 300 dpi or better
- ☐ Submit a printed copy for identification purposes only (You can print this copy from your home computer.)
- ☐ Label both the printed copy and CD with your name, office, and position number (if applicable)

OR

Processed Photo

- ☐ Head and shoulders shot with neutral background
 - ☐ Color or black and white
 - ☐ 4" x 5" (or larger) smooth, no gloss finish
 - ☐ Label it with your name, office, and position number (if applicable)
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Questions?

If you have any questions, call the Voters' Pamphlet Office at (425) 788-7878.



Statements

Answers to your statement writing questions

What should I write?

- Keep it simple and write in the narrative. Voters want to know why they should vote for you.
- Here are a few tips:
 1. Write what you stand for or support.
 2. Describe your education, background and/or qualifications.
 3. Avoid technical terms that may not be generally understood.
 4. Give your vision for the future. Be positive.
 5. Avoid criticism of opponents.

Do I have to write it myself?

No. If you are not a good writer, ask someone to help you. If someone else writes it, be sure you read it before submitting it.

How should my statement be formatted?

Since the space is limited, the format is very important.

- Format it as an essay. Indent paragraphs only.
- To emphasize selected words, uppercase, bold, italic and underlines are allowed.
- Avoid special formatting using multiple indentations.
- Avoid lists. (These require too much space.)

Can I use bullets?

Bullets can be used, however, avoid using them in a vertically listed format. For example:

GOOD:

Background: • UW graduate • Teacher • Planning Commission member • community volunteer.

NOT SO GOOD:

Background:

- UW graduate
- Teacher
- Planning Commission member
- community volunteer

Although you may like the look of the vertically listed version there is not enough space available when the maximum number of words are used.

Is my campaign information published?

Yes, as long as you complete the Voters' Pamphlet Candidate Form (an electronic fill-in form is available at metrokc.gov/elections) authorizing its publication or note it on your statement to be published. Address, telephone number, e-mail (or website - one electronic address only) are in addition to your statement (not included in your word count). Be sure your campaign information is active when you submit your statement.

How long should my statement be?

The word limit on candidate's statements varies with the jurisdiction. Here are the word limitations:

- 300 words - All local countywide offices including the offices of County Executive, Sheriff, Assessor, Prosecuting Attorney, Superior Court Judges, and Port of Seattle Commissioners; and offices of jurisdictions having over 150,000 registered voters.
- 200 words - The offices of the County Council, the District Court; and other local jurisdictions having between 75,000 and 149,999 registered voters.
- 150 words - All other local jurisdictions.

Do I receive a proof? If so, can I change it?

A courtesy copy of your processed statement is mailed to you. Read it carefully. Please notify the Voters' Pamphlet Office if you find an error. No other changes will be accepted.

Can I e-mail my statement?

No. You can submit your printed statement with a CD by postal mail or in person.

What are the deadlines?

The information must be delivered or postmarked by June 13 for the Primary and by July 23 for the General Election.

NOTE: If you do not submit a new statement for the General Election your Primary statement is used.

In Summary

The following checklist will help you to successfully submit your candidate statement:

- ☐ Format as an essay, indent paragraphs only, avoid lists
- ☐ Count words; verify the number of words allowed for your office; count cannot exceed limit
- ☐ Legibly complete the Voters Pamphlet Candidate Form (or complete and print the electronic fill-in form from www.metrokc.gov/elections)
- ☐ Label both the printed copy and CD with your name, office, and position number (if applicable)
- ☐ Deliver or postmark printed statement, CD, Voter Pamphlet Information Form and photo by the deadline:
 - ☐ Primary deadline - June 13
 - ☐ General Election deadline - July 23
- ☐ Deliver or mail to: Voters' Pamphlet Coordinator, 500 4th Avenue, Room 553, Seattle, WA 98104

Questions?

If you have any questions, call the Voters' Pamphlet Office at (425) 788-7878.



Voters' Pamphlet Candidate Form

*To be completed by **all** candidates participating in the King County Local Voters' Pamphlet and returned to:
Voters' Pamphlet Coordinator, 500 4th Avenue, King County Administration Bldg, Room 553, Seattle, WA 98104.*

Print Legibly

Contact Information

*(The contact information in this section is for Voters' Pamphlet Office use only and **NOT** for publication.)*

Candidate Name: _____

Office Sought & Position Number (if applicable): _____

Political Party Affiliation (if applicable): _____

Telephone Number: (____) _____

E-mail Address: _____



*Providing the following information constitutes a request to publish the candidate's information the Voters' Pamphlet.
This information does **not** count toward the statement word limit.*

Candidate Campaign Information for Publication

Be sure the following information is active for the Primary.

Street Address or PO Box: _____

City or Town: _____ State: _____ ZIP: _____

Telephone Number: (____) _____

E-mail address OR Web address: _____

(only ONE electronic address will be published)



I am submitting the following: (check one box)

- ☐ Statement and Photograph
- ☐ Statement Only
- ☐ Photograph Only